

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, April 4, 2011
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.**

Minutes

Present: Betsy Paterson, Tom Birkenholz, Kim Bova, Janine Callahan, Janet Jones, and Rod Rock

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Kathleen Paterson called the meeting to order at 5:02 pm.

2. Public comment

There was no public comment.

3. Approve Minutes from March 7, 2011

Betsy Paterson moved to approve the Minutes as presented.

Kim Bova seconded the motion.

The Minutes were approved unanimously, with one abstention.

4. Discuss music

Rod Rock explained that he had looked for bands following the last meeting and presented Cynthia van Zelm and Ms. K. Paterson the names of a few options for both the *Festival* and Picnicpalooza!. He said a good option would be Slavic Soul Party, which happens to be led by someone who grew up in Mansfield.

Ms. K. Paterson said she had reviewed their website and some performances online and thought they would be a fun option. **She will send the links to the Committee for their review [Done].**

Janet Jones said she thought it would be good to have a different sound at the *Festival*.

Ms. Bova supported bringing Slavic Soul Party.

Mr. Rock will follow-up with the band [Done].

Ms. Jones suggested that Mr. Rock wait until noon the following day to give the Committee time to review the performances.

Ms. van Zelm said she had talked with David Foster, and he is available to provide sound.

Mr. Rock recommended looking at the tech rider from Slavic Soul Party before making any decision on sound.

Mr. Rock added he is talking with Plastic Music to see if they can do a 20-30 minutes set on Sunday. He said they are very interactive and fun.

5. Review task list

Advertising: Ms. K. Paterson said that the Save the Date flyers were ready. She asked Committee members to sign up to distribute flyers if they were able.

Mr. Rock said he would like to distribute the Save the Date flyers at Jorgensen events. He would need 800-1000 for a program insert for performances in May.

Ms. K. Paterson will check to see if there is room in the budget to print additional flyers.

Ms. K. Paterson added that the Partnership's newsletter would be published in the Chronicle on April 5 with an article about the new date and location of the *Festival*. She mentioned that the Partnership's new website launched earlier in the day and will include a *Festival* page soon.

Art: **Ms. Bova and Ms. K. Paterson will meet to review the materials for the artists [Done].**

Food: Ms. Jones asked if it would be possible to include some of the restaurants that have signed LOIs for Storrs Center.

Ms. K. Paterson will add them to the list.

Music: Ms. K. Paterson asked if the Committee would like to have a group of shorter performances as were featured in the 2010 event.

Ms. Bova said she would like to see them again and asked if there was a way to allow groups to apply to get a performance time. She reminded the Committee that some parents had asked about having their children perform.

Mr. Birkenholz suggested having a puppet show.

Ms. K. Paterson will ask Dr. John Bell. She will contact him following the International Puppet Conference.

Mr. Rock suggested that the shorter performances be more community groups.

Ms. Paterson agreed and commented that local groups bring people with them.

Ms. Bova will look into possible high school groups to perform.

Ms. K. Paterson suggested waiting to see if Plastic Music will perform before determining the schedule of shorter performances.

Parade: Mr. Birkenholz explained that he and Barry Schreier will be sending an email to past participants to invite them to march again. He asked the Committee to let them know if there are other groups to add to the list.

Ms. Paterson said that she could help contact the UConn groups.

Mr. Rock said he could help Ms. Paterson with that task.

Mr. Birkenholz will send Ms. Paterson and Mr. Rock the list of UConn groups that have participated in previous years for their review.

Ms. K. Paterson said Natalie Miniutti had contacted Aaron Burgess, the new band director at E.O. Smith High School; he is interested in participating this year.

Mr. Birkenholz said he and Mr. Schreier had developed some criteria for selecting the Grand Marshal based on the discussion at the last meeting. He reviewed the criteria with the Committee.

The Committee discussed some ideas of people to serve as Grand Marshal.

Ms. K. Paterson suggested that Committee members bring nominations to the next meeting, along with some brief information about the person or group, for everyone's consideration. She suggested waiting until the first meeting in May to make a decision so that Committee members had enough time to consider the nominations.

The Committee members will bring names and information about nominees for Grand Marshal to the April 18 meeting.

Mr. Birkenholz reported that he and Mr. Schreier had biked around the area to try to find a good alternate route for the Celebrate Mansfield Parade. They determined that the best option would be to follow a similar route as the previous years but, instead of turning onto Dog Lane, the Parade will turn onto Bolton Road and enter the *Festival* site at the parking lot entrance.

Ms. Paterson said she would like to see the grand stand area and bleacher section again.

Ms. van Zelm will talk to Lon Hultgren to see if the route would work with the construction schedule [Done].

Set-up: Ms. K. Paterson said that Ms. Miniutti had started a site plan for the new location and determined that everything will fit in the front parking lot. She reported that she and Ms. Bova had walked through the site with Ralph Pemberton and selected a space for the stage. She explained that the stage would be on the pavement in front of the auditorium entrance.

Ms. Paterson asked if the “command central” should be located in the Town Hall employee lounge.

Ms. Bova suggested having a tent for it near the Bolton Road entrance where there is space for a vendor pick-up and drop-off location.

Ms. Callahan will look into washable chalk options for the layout.

Sponsors: Ms. Jones asked whether it would be appropriate for the firms working on Storrs Center to sponsor the *Festival*. She also suggested asking businesses who have signed LOIs to be sponsors.

Ms. van Zelm will look into this idea and will draft a separate letter for these groups.

Ms. Paterson will contact EDR to ask about sponsoring the *Festival*.

6. Discuss Celebrate Mansfield Weekend

Ms. Jones volunteered to help with the wine tasting event.

Ms. K. Paterson said that the Mansfield Community Center will hold a Free Mansfield Day and a guided walk of the Albert E. Moss Forest, Wildflower, and Wildlife Sanctuary on Saturday. She noted that the League of Women Voters of Mansfield decided to keep their original schedule for the Know Your Towns Fair, so it will be on September 10.

7. Adjourn

The meeting adjourned at 6:05 pm.